

# 4

## Consumer Beliefs & Attitudes

### Innovators

Segmentation of early adopters of new products and services

### Consumer Confidence

Opinion of Economy This Year, Opinion of Economy Over Next Year, How Household Fared Financially Compared to Last Year, How Household Expects to Fare Financially Over Next Year

### Buying Styles

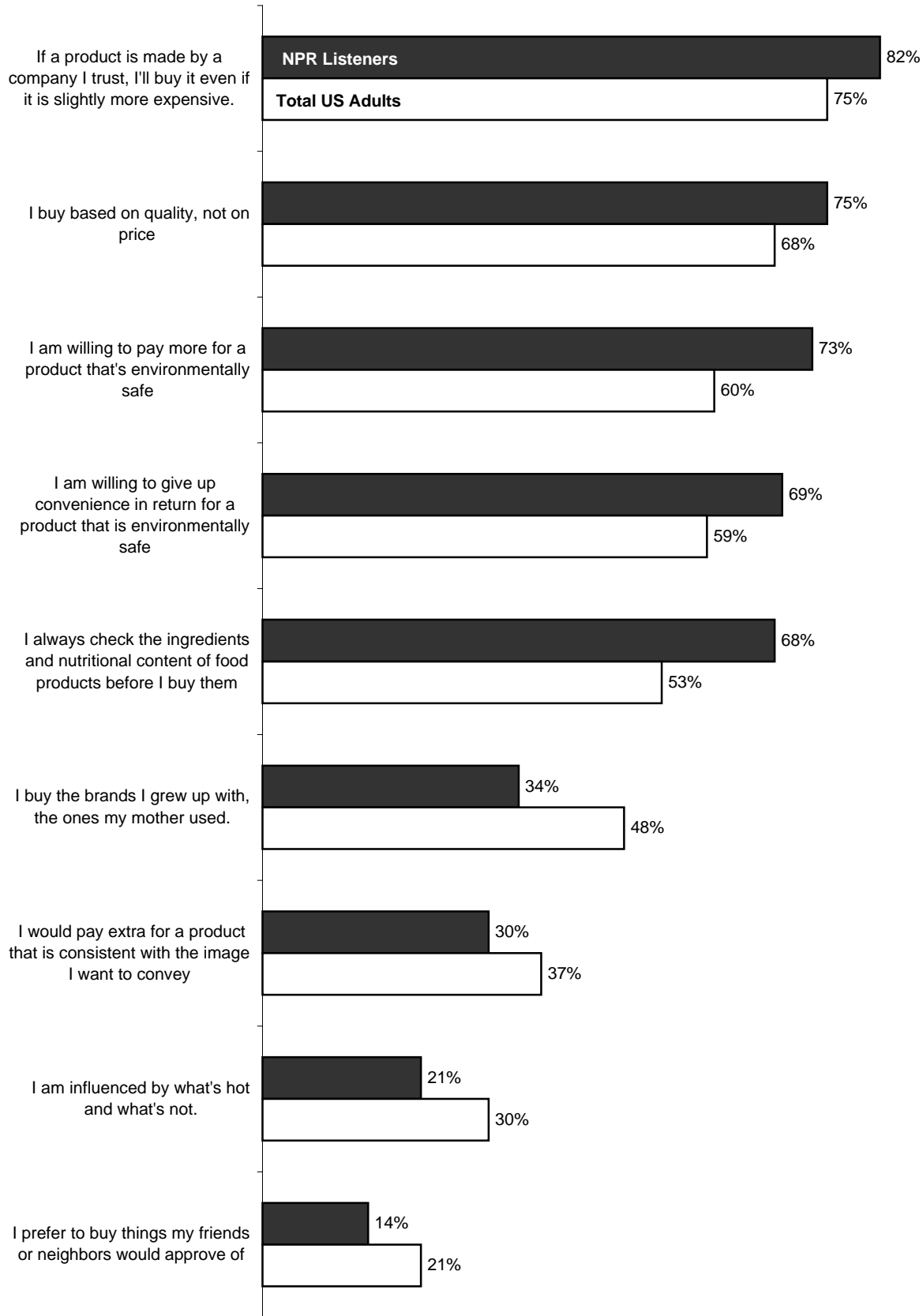
Agree and Disagree Statements Regarding Consumer Behavior

### Technographics

Agree and Disagree Statements Regarding Perceptions of Technology

# Key Consumer Beliefs

## NPR Listeners vs. U.S. Adults % Composition



Reads: 82% of NPR listeners are willing to buy a product even if it's slightly more expensive  
 Base: U.S. Adults 18+

NPR Audience and Corporate Research  
 SOURCE: MRI Fall 2002

## IV. Consumer Beliefs and Attitudes

**N**PR listeners are innovative, independent-minded consumers. Traditional forms of advertising such as celebrity endorsements and snappy image-conscious messages do not appeal to them. Instead, listeners are motivated to purchase goods and services by product quality, an appeal to their personal needs and value systems, and their natural curiosity about the world surrounding them.

**Consumer Innovators.** MRI's Consumer Innovators segmentation study identifies the early adopters of new products that determine the success or failure of new product launches. Respondents are selected based a study of actual purchasing behavior, and the list of innovative products and services is rotated as the marketplace changes.

NPR listeners are more likely to be innovative purchasers in all five segments, thus demonstrating that listeners are open to all types of new products and services. The largest segments of listeners are Electronics Innovators (36%), followed by Leisure Innovators (22%) and Financial Innovators (18%). NPR has the highest concentration of innovators in the Home Appliance and Financial segments. NPR listeners are more than twice as likely than the average American to be an early adopter in three or more Innovator segments.

**Consumer Confidence.** NPR listeners are slightly (10%) more likely than the average American to feel that the economy is worse now than last year. Just over half (51%) feel that the status quo will prevail in the near future. From a personal perspective, NPR listeners were 14% less likely than the average American to state that their financial circumstances remained the same over last year, instead evaluating their own financial situation as unambiguously better or worse. Only 7% of listeners anticipate that their personal finances will be worse next year.

**Buying Styles.** NPR listeners are much less likely than the average American to be motivated to purchase goods and services by brand name alone, image, or the approval of friends and neighbors.

NPR listeners enjoy quality products, 75% agree with the statement "I buy based on quality, not price". However, 69% state they are not willing to pay more for a product that is consistent with an image they want to convey, indicating that NPR listeners are less likely to assess the value of a product based on brand image alone.

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### OPEN TO NEW PRODUCTS

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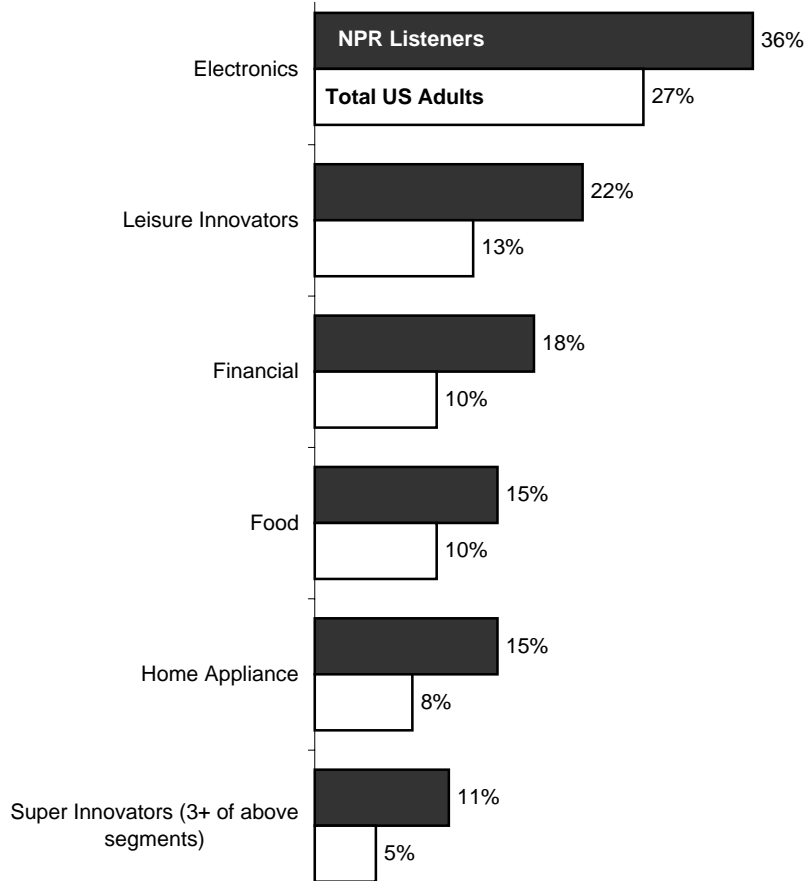
Actual purchasing data demonstrates that NPR listeners are more likely to give new products and services a try.

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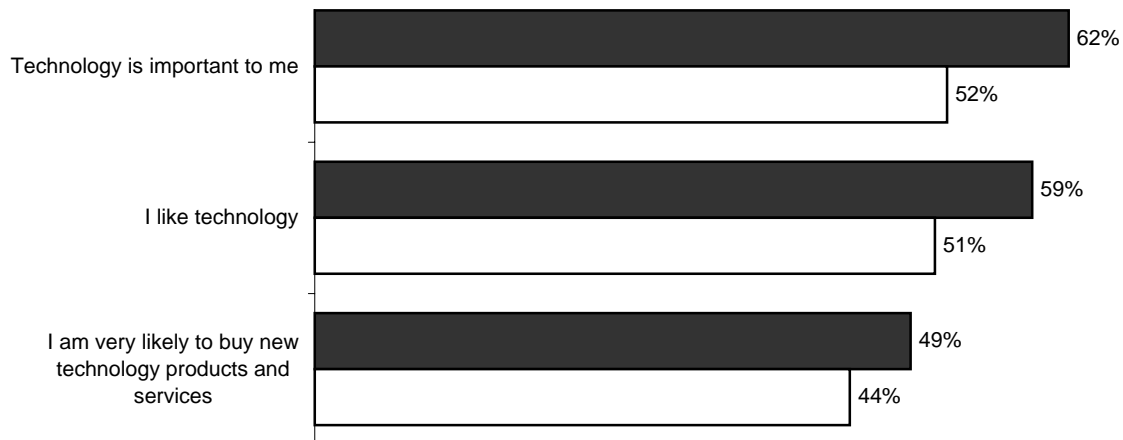
# Key Consumer Beliefs

NPR Listeners vs. U.S. Adults % Composition

## Consumer Innovator Segments



## Technographics Statements



NPR listeners are willing to switch brands, only 34% of listeners stated they buy the brands they grew up using and listeners were 28% less likely than the average American to state such.

Seventy percent (70%) of listeners disagree with the statement “I usually like to wait until other people have tried things before I try them myself”, also indicating an openness to new products and services.

NPR listeners are 23% less likely to say they enjoy shopping, but 77% confess to shopping around before making a final purchase decision. Listeners are 14% less likely to identify as impulse purchasers.

NPR listeners are keenly interested in the nutritional value and the environmental impact of their purchases. They are 29% more likely to check the ingredients and nutrition content of the purchases, 22% more likely to be willing to pay more for an environmentally safe product, and 19% more likely to give up convenience for an environmentally safe product.

**Technographics.** NPR listeners are 19% more likely to agree with the statement “Technology is important to me” and 16% more likely to profess that they like technology. Almost half of NPR listeners describe themselves as being very likely to buy new technology products or services. Thirty-two percent (32%) like to spend time learning about new technology products.

While NPR listeners do embrace technology, their motivation for doing so is not one of status-consciousness. Listeners are 21% less likely to feel that making money is important to them, 19% less likely to state they want to impress other people with their lifestyle, and 31% less likely to want to show off their taste and style.

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**ENVIRONMENTALLY  
AWARE CONSUMERS**

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NPR listeners demonstrate their concern for the environment at the cash register as well as the ballot box.

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